

Heath Weaver

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Career

Personal project to explore AI at EmailsandDeals.com

September 2024 – Present | Remote

- Designed and implemented the entire architecture for emailsanddeals.com, achieving a processing rate of 1 email every 5 seconds and improving deal extraction accuracy to 95%.
- Refactored the backend and migrated to MariaDB, reducing page load times from 18 seconds to under 1 second, enhancing user experience.
- Automated content generation and affiliate link integration, enabling end-to-end processing of 11,500 emails and driving system scalability.

Managing Director at Essence of Email Agency

June 2019 – April 2024 | Remote

- Overhauled customer segmentation and email strategies, boosting client revenue by 34% through targeted campaigns.
- Created a project planning system that increased team productivity by 94%, streamlining operations for eCommerce clients.
- Implemented AI-powered solutions like Custom GPTs for copywriting, saving 6% annually while enhancing customer satisfaction.
- Developed LinkedIn and cross-channel lead generation strategies, securing 6 new clients in under 3 months.

VP of Marketing at Trilogy Software

April 2018 – February 2019 | Remote

- Developed and delivered a four-week Sales boot camp, enhancing sales team capabilities and contributing to a 25% improvement in training effectiveness.
- Created marketing assembly lines for 15 SaaS products, streamlining product launches and sales strategies through comprehensive market analysis and sales enablement materials.

Managing Partner & Co-Founder at Retorica & The Specialists Agency

August 2013 – August 2017 | Remote

- Advised multinational clients on multichannel e-business strategy, enhancing their digital footprint and market presence.
- Directed the development and implementation of client-centric business strategies, leading to unique campaigns like Bombay Sapphire's Spice Hunter.

Director, Europe at High Position Agency

April 2010 – June 2011 | Partially Remote

- Developed and implemented a multichannel e-business strategy, increasing revenue by 75% and reducing customer churn by 40% through innovative client management and process optimization.

Head of Search Engine Marketing, Europe at Sony eCommerce Europe

July 2007 – March 2010 | Brussels

- Aligned European search activities with local marketing teams, achieving a 103% increase in search traffic year-on-year.
- Coordinated Pan-European search campaigns across 16 countries, securing top 5 listings for high-volume keywords like laptop, camera, and HD TV.
- Developed the 'locomotive' strategy, turning VAIO's operational profit from 0% to over 5% in three years.

Manager, Finance at Sony VAIO Europe

October 2003 – July 2007 | Brussels

- Developed Sony's first worldwide Marginal Profit analysis, enabling granular profitability insights and driving NIBT growth.
- Implemented 'locomotive' strategy, contributing to VAIO's profitability turnaround from 0% to 5% operational profit in 3 years, as noted in Sony's annual report.
- Streamlined financial processes through automation, reducing monthly workload by 4 days and decreasing staff requirements.

Financial Analyst and Investor Relations at Charlotte Russe

October 2002 – May 2003 | San Diego

- Automated financial reporting using Excel VBA macros, enhancing management productivity by streamlining data analysis and presentation processes.

Education

Dixie State University - in Business Administration with Accounting and Marketing Emphasis

August 1997 – April 1999 | St. George, UT

Skills

Business Development:

Sales Strategy • Retention • Sales Operations • Direct Sales • High Ticket Sales • Sales Team Performance Analysis

Finance:

Financial Analysis • Investment Advisory • Previously US Series 7 Licensed • Investor Relations • Budget Management • Profitability Analysis • P&L Management • Market Analysis • Tableau • SAP

Leadership & Management:

Team Leadership • Performance Management • Business Strategy • Process Optimization • Client Relationship Management • Project Management • Change Management • P&L Management • Six Sigma • Strategic Planning

Marketing & Digital:

Digital Marketing Strategy • Email Marketing • Lead Generation • Client Acquisition • Customer Segmentation • Multichannel Marketing • Digital Advertising • Campaign Management • Copywriting • SEO/SEM • Content Strategy • Marketing Automation • Growth & Performance Marketing • Analytics • Brand Development • Social Media Marketing • Marketing Operations • ABM Strategy

Technical:

AI Implementation • Custom GPT Development • Process Documentation • Testing • SQL • Deno • Python • PostgreSQL • Excel VBA • API Development

Languages:

English (Native) • French (Basic) • Italian (Learning)

This CV/Resume was tailored to this position with an AI agent that I built myself. If you'd like to chat with that agent and get more insight into my profile, please visit heathweaver.com/career and enter the code: 55aec90fc6c0b8401a79